

Spokane County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 341	N = 3,363
Percent of Statewide Calls	12.3%	100.0%
Percent of State Population in County¹	7.1%	100.0%
	County %	State %
Gender	N = 329	N = 2,906
Female	63.8%	64.2%
Male	36.2%	35.8%
Race/Ethnicity	N = 295	N = 2,468
People of Color	10.8%	13.1%
White	89.2%	86.9%
Age	N = 320	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	18.4%	15.2%
25 - 34 years old	26.3%	23.1%
35 - 44 years old	23.1%	24.6%
45 years and older	32.2%	36.0%
Education	N = 313	N = 2,581
Did not graduate high school	16.9%	19.0%
High school graduate	33.5%	36.0%
Some college/vocational school	42.2%	36.4%
College graduate	7.3%	8.6%
Caller Type	N = 337	N = 3,052
General Information	6.5%	12.6%
Health care provider	4.2%	3.6%
Tobacco user	89.3%	83.8%
Payer Type	N = 238	N = 2,005
Insured	31.5%	31.2%
Uninsured	32.4%	29.4%
Medicaid	36.1%	39.4%
Heard About	N = 292	N = 2,412
Past caller	12.0%	15.7%
Employer/worksites	1.0%	1.2%
Health care provider	29.5%	31.8%
Television	12.0%	11.9%
Outdoor advertisement (billboard/bus/wall)	4.8%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.3%	0.2%
Radio	1.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	4.1%	5.4%
Family or friend	24.7%	22.7%
Health Department	4.1%	5.4%
School	6.5%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.